

## COLLEGE RADIO CORPORATION

~~545 FIFTH AVENUE - NEW YORK 17, N. Y. - Telephone: Murray Hill 7-6666~~

14 WEST 45th STREET • NEW YORK 36, N. Y. Telephone OXFORD 7-0890

January 6, 1955

Mr. Paul A. Baumgarten  
Manager, Station WSRN  
Swarthmore College  
Swarthmore, Pennsylvania

Dear Mr. Baumgarten:

Your point concerning the Career Hour, letter of January 4, is well taken. At the time of establishing the series, additional sponsors were anticipated. As it developed, firms that were interested in the Career Hour decided to "watch and wait", to see how effectively the program would help those concerns who used it this year. Understandably, you would not want to tie up so much air time for so little compensation.

It is our business to provide you with useful broadcast arrangements. Several other stations, having received only one sponsor on Career, wrote us during the early part of the Fall. We were able to work out mutually agreeable alterations to the contracts, and those stations have been carrying the program. I would hope that, as a matter of policy for the station, you would write to us in such cases, in order to explore the possibilities of adjustments to suit your needs.

In the present case, it is entirely possible to make the Career Hour available to you for the Spring semester, if you can meet the following minimum requirements:

- A) Total of 26 spot announcements for Burroughs
- B) Program regularly, with minimum program length of 15 minutes
- C) Make only one (1) spot announcement per broadcast, one (max.) broadcast per day
- D) Program preferably in evening; Tuesday and Thursday recommended.

In regard to expediting, if you decide you wish Career: start the program as soon as you can. Let us know immediately if you no longer have the Burroughs commercial material. Return the contracts unsigned (you should have 4 copies), with a letter stating when you



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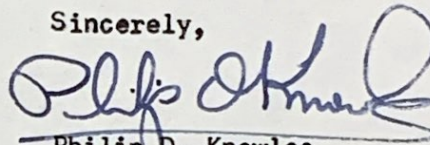
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plan to program. If the times are acceptable - and they very likely will be if they meet the requirements above - we will submit the contract to Career for approval, ~~sign~~, and return for your signature.

We regret the conclusion of the RCA series. The announcement was made by CRC Sales Newsletter intentionally - to eliminate one extra, separate letter. We have not been satisfied with the series as it ran during the Fall, and are endeavoring to make a new arrangement on records that will be much more valuable to your program department.

Please feel free to write us any time, and call or visit when you are in New York. We are anxious to help you improve your station and enlarge your audiences.

Sincerely,



Philip D. Knowles  
Operations Manager

cc:TMB  
PK:h